

## ABSTRACT OF THE DISCLOSURE

Techniques for building a web site with database components include a web site building appliance having a processor, a computer readable medium, and a special purpose operating system. The computer-readable medium carries a web site wizard

- 5 including a template and instructions. The template holds data indicating a first arrangement of components associated with a first type of web site. The instructions configure the processor for presenting a user with a series of one or more user interfaces including controls for modifying the first arrangement of components. The instructions also configure the processor for receiving input from the user in response to user
- 10 interaction with the controls indicating a modified arrangement. The instructions further configure the processor for building the web site automatically in response to the input from the user. The web site is based on the modified arrangement. The special purpose operating system has features and configuration dictated by the web site wizard and supporting program components.